

It is in my opinion that the establishment of the National Do-Not-Call Act would be a great idea for the citizens of the United States to be able to partake in. Although there are a variety of do not call lists out there in the market today, many telemarketing companies have found ways of getting around them and still place unwanted calls to those individuals. To reduce such calls, many consumers have chosen to go as far as spending their hard earned money to be put on company-specific and state no-call lists and to purchase devices such as Caller ID, call blocking and items such as the Telezapper to restrict telemarketers from calling upon them in their homes and businesses. These devices alone are not enough; we need to put into action the National Do-Not-Call Act to stop the harassment that many innocent citizens receive day after day.

People in this day and age are busy. Along with working forty plus hours a week many also manage to maintain a household that many times consists of young children present. People would like to get through dinner at night without the phone ringing with a telemarketer at the other end of the line. They would like to be able to put their children to bed at a decent time without the interruption of a telephone ringing. Basically, every individual wants to be able to relax at the end of the day with their family and friends in the privacy of their own homes. Telemarketers take this right away the minute they place that call. The interruption of these unwanted telephone calls causes aggravation, anxiety, sleep deprivation and productivity loss that carries over into the workplace.

Many feel that putting this National Do-Not-Call Act into effect would hurt businesses that have the sole purpose of telemarketing. I do not believe this to be true for I can clearly see the benefits that such a list can bring about. By putting such a list into effect, businesses are actually saving a great deal of their time which is currently spent calling on individuals who object to receiving such calls in the first place. This list would give businesses more time to call upon consumers that have an interest in these calls and that would actually listen to what the person on the other end of the line has to say rather than hanging up on them before the telemarketer even gets through their sales pitch. This would increase productivity in the business setting and also save a great deal of time and money.

I believe that in order to address the problem of the growing number of telephone marketing calls we need to put into effect a National Do-Not-Call list. For consumers and businesses that choose to receive such telephone calls, it would be as simple as not adding your name to the list. This way, both parties get what they want and we will restore a sense of privacy into our businesses and the homes of our citizens.